

### Current Payment Status

	Total %	Urban % a	Rural % b
<b><u>Total Cannot Pay Off (Net)</u></b>	<b><u>43</u></b>	<b><u>46</u></b>	<b><u>35</u></b>
I cannot pay off and I am not making payments on an overdue LOCAL SERVICE bill	35	39 b	24
I cannot pay off and I am not making payments on an overdue LONG DISTANCE bill	30	34 b	21
<b><u>Total Currently Paying Off (Net)</u></b>	<b><u>10</u></b>	<b><u>9</u></b>	<b><u>12</u></b>
I am currently paying off an overdue LONG DISTANCE bill	7	6	10
I am currently paying off an overdue LOCAL SERVICE bill	6	6	5
Or, Do none of these apply to you	48	45	52
(Base)	(343)	(240)	(103)

Q19: Which of the following sentences, if any, are true about your present situation with the telephone company?

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service (Continued)**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
<b>No amount of assistance would help me get and keep local telephone service</b>			
<b><u>Agree (Net)</u></b>	<b><u>64</u></b>	<b><u>62</u></b>	<b><u>68</u></b>
Agree strongly	47	48	46
Agree somewhat	17	15	22
Neither Agree nor Disagree	14	15	13
<b><u>Disagree (Net)</u></b>	<b><u>18</u></b>	<b><u>20</u></b>	<b><u>14</u></b>
Disagree somewhat	10	12	8
Disagree strongly	7	8	6
<b>Getting telephone service is not as important as other things I want or need to do</b>			
<b><u>Agree (Net)</u></b>	<b><u>27</u></b>	<b><u>24</u></b>	<b><u>35</u> a</b>
Agree strongly	18	15	24 a
Agree somewhat	9	9	11
Neither Agree nor Disagree	15	15	17
<b><u>Disagree (Net)</u></b>	<b><u>53</u></b>	<b><u>57</u> b</b>	<b><u>43</u></b>
Disagree somewhat	24	24	23
Disagree strongly	29	33 b	19
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

### Events That Would Have to Occur to Get Telephone Service (Again)

	Total %	Urban % a	Rural % b
<b><u>Financial Reasons (Net)</u></b>	<b><u>70</u></b>	<b><u>74 b</u></b>	<b><u>60</u></b>
Pay off existing LOCAL telephone service balance	38	43 b	28
Pay off existing LONG DISTANCE telephone service balance	32	35	25
Being able to afford to pay an installation charge	30	32	26
Being able to afford to put down a deposit	30	31	28
Being able to get telephone service at a lower cost	25	29 b	17
<b><u>Lifestyle (Net)</u></b>	<b><u>37</u></b>	<b><u>37</u></b>	<b><u>36</u></b>
Get an increase in pay	20	21	18
Get a job	13	11	16
Change in life circumstances	8	6	11
Move out of current residence	3	3	2
Some other reason	2	1	5 a
There is nothing that would have to occur - you do not want telephone service	15	13	19
(Base)	(343)	(240)	(103)

Q20: Which of the following would have to occur before you would get telephone service (again)?

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service (Continued)**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
<b>I don't want local telephone service in my home if it means getting financial help</b>			
<b><u>Agree (Net)</u></b>	<b><u>56</u></b>	<b><u>57</u></b>	<b><u>53</u></b>
Agree strongly	38	39	35
Agree somewhat	18	18	18
Neither Agree nor Disagree	18	19	16
<b><u>Disagree (Net)</u></b>	<b><u>23</u></b>	<b><u>21</u></b>	<b><u>27</u></b>
Disagree somewhat	8	9	8
Disagree strongly	15	13	19
<b>I don't know who to contact to receive such help</b>			
<b><u>Agree (Net)</u></b>	<b><u>15</u></b>	<b><u>13</u></b>	<b><u>21</u> a</b>
Agree strongly	10	8	16 a
Agree somewhat	6	5	6
Neither Agree nor Disagree	13	11	17
<b><u>Disagree (Net)</u></b>	<b><u>69</u></b>	<b><u>75</u> b</b>	<b><u>56</u></b>
Disagree somewhat	27	23	37 a
Disagree strongly	42	52 b	19
<b>I don't have any way to contact anyone for help</b>			
<b><u>Agree (Net)</u></b>	<b><u>50</u></b>	<b><u>46</u></b>	<b><u>59</u> a</b>
Agree strongly	29	29	29
Agree somewhat	21	17	30 a
Neither Agree nor Disagree	15	14	16
<b><u>Disagree (Net)</u></b>	<b><u>34</u></b>	<b><u>38</u> b</b>	<b><u>23</u></b>
Disagree somewhat	13	13	15
Disagree strongly	20	25 b	9
(Base)	(343)	(240)	(103)

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Estimated Charges Associated With  
Telephone Service Reconnection**

On average, consumers estimate that the telephone company would charge \$64 for installation, and the average LOCAL monthly service charge would be \$29. The maximum amount consumers could afford to pay each month for LOCAL service, not including long distance charges is slightly less (\$25).

**Attitudes Toward Applying for Financial Help to Get and Keep  
Local Telephone Service  
Top Two Box Summary (Continued)**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
<u>I don't believe I would be eligible for financial help</u>			
% Agree Strongly/Somewhat	34	34	34
<u>Getting telephone service is not as important as other things I want or need to do</u>			
% Agree Strongly/Somewhat	27	24	35 a
<u>I don't know who to contact to receive such help</u>			
% Agree Strongly/Somewhat	15	13	21 a
<b>(Base)</b>	<b>(343)</b>	<b>(240)</b>	<b>(103)</b>

Q26a-k: Next, I'm going to read you feelings some people might have about applying for financial help to get and keep their local telephone service, if such help were available. Please tell me whether you AGREE STRONGLY, AGREE SOMEWHAT, NEITHER AGREE NOR DISAGREE, DISAGREE SOMEWHAT OR DISAGREE STRONGLY with each statement.

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

### Estimated Monthly Service Charges

	Total %	Urban % a	Rural % b
\$10 or less	6	7	2
\$11 to \$20	24	28 b	17
\$21 to \$30	36	34	42
\$31 to \$40	23	20	29
\$41 to \$50	7	7	6
\$51 to \$60	1	1	-
\$61 to \$70	#	-	1
\$71 to \$80	#	#	-
\$81 to \$90	#	#	-
\$91 to \$100	1	#	1
Don't know	2	2	2
MEAN	29	28	32 a
(Base)	(343)	(240)	(103)

Q22: Assuming you had basic LOCAL telephone service reconnected, without any features such as Caller ID or Call Waiting, what do you think the telephone company would charge you PER MONTH? Please do not include any amount you would expect to pay for making long distance calls or receiving collect calls.

# Less than 1%

a/b: Significantly greater than the column indicated by the letter at the 95% confidence level

**Incidence of Applying for Financial Help to Get and Keep  
Local Phone Service - Income**

	<b>Total %</b>	<b>&lt;\$5000 % a</b>	<b>\$5000- \$9,999 % b</b>	<b>\$10,000- \$14,999 % c</b>	<b>\$15,000- \$19,999 % d</b>	<b>\$20,000+ % e</b>
Yes - you would apply for that help	70	91 bcde	73 e	68	61	52
No - you don't want help	11	5	16 a	14	13	8
No - you don't need help	12	0	6 a	8 a	15 a	32 abcd
It depends	6	3	5	10	11	9
Base:	(343)	(77)	(62)	(63)	(46)	(66)

Q25: If you knew that financial help was available to you to get and keep your local phone service, would you apply for that help?

a/b/c/d/e: Significantly greater than the column indicated by the letter at the 95% confidence level



**Estimated Maximum Affordable Monthly Service Payment  
Income  
(Mean Amount)**

	<b>Total %</b>	<b>&lt;\$5000 % a</b>	<b>\$5000- \$9,999 % b</b>	<b>\$10,000- \$14,999 % c</b>	<b>\$15,000- \$19,999 % d</b>	<b>\$20,000+ % e</b>
MEAN (\$)	\$25	\$21	\$26	\$25	\$28 a	\$31 ac

Q23: What is the maximum amount you are able to afford each month for LOCAL telephone service, NOT including long distance charges?

a/b/c/d/e: Significantly greater than the column indicated by the letter at the 95% confidence level

**Incidence of Applying for Financial Help to Get and Keep  
Local Phone Service**

	<b>Total %</b>	<b>Urban % a</b>	<b>Rural % b</b>
Yes - you would apply for that help	70	75 b	59
No - you don't want help	11	8	18 a
No - you don't need help	12	12	13
It depends	6	5	9
(Base)	(343)	(240)	(103)

**Q25:** If you knew that financial help was available to you to get and keep your local phone service, would you apply for that help?

**a/b:** Significantly greater than the column indicated by the letter at the 95% confidence level

### Affordability Issues

	Total	Decided to use money for something else
Estimated maximum affordable monthly service payment (MEAN)	\$25	\$25
Approximate amount owed on past due telephone bills (MEAN)	\$195	\$166
<u>Disconnection</u>		
Telephone company disconnected me	45%	31%
My decision to discontinue service	42%	49%
Never had service	10%	15%
(Base)	(343)	(162)

**Attitudes Toward Applying For/Receiving Financial Assistance**  
**(Cont.)**

- Approximately one-in-two consumers “don’t have anyway to contact anyone for help” (50%), “are afraid that they would give up their privacy to receive help” (48%) or “do not want to contact a company if they owe them money” (44%), yet only 15% say they “do not know who to contact to receive such help.”
  - Those who say they qualify for either USA Plan #1 or #2 tend to have even more resistance to receiving assistance and applying for financial help.